CBSA
Complete Business Solutions
Australia

Project Management Plan Summary

Eco-Natural Skin Care Australia Business Website Development Project

Title
Eco-Natural Skin Care Australia Business Website Development Project

Background/Context
Eco-Natural Skin Care Australia is growing significantly as a business and needs a new website to reflect this.

Objectives
Develop a new website to meet organisational growth objectives being to raise brand awareness and to increase brand awareness by 40% during 20xx (next year).

Target Outcomes
Launch a high quality, accessible, user friendly website by October 20xx (this year) in readiness for Christmas season.

How the success of the project will be measured
Response may include:

- Project completed to quality standard specifications
- Increase sales by 40% over the next three years
- Raise brand awareness of the company in international markets.

Project Activities & Milestones
See project schedule.

Project Budget
See project budget document.

Project Communications
See project schedule.

Risk Management Strategy
See risk legend.